

Digital Shop Manual version 3.0.4



DIGITAL SHOP



Introduction

With the Digital Shop PHP script you can sell digital content such as software, scripts, music, e-books, documents, photos or videos online on your own website. The shop works completely autonomously, customers purchase your products and pay with PayPal, BIPS (bitcoins), Authorize.net, Moneybookers/Skrill or a regular bank account.

The shop features a single-click checkout service (customers do not need to sign-up for an account), and when using an online payment service customers are automatically provided with a download key by email once the payment has been received in your online account.

Refer to the *installation manual* to install Digital Shop on your webserver and proceed to the administrator login to install the database tables and manage your shop.

This 12-page manual will guide you through all the details and features of Digital Shop.

Successful sales!
Digital Shop

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1. Managing your files

In the Digital Shop the files you sell are all located in the protected 'data' directory. Once a file or directory has been added to the shop it will be changed to a unique code which is only used and known by the Digital Shop. You can add a single file to the data directory (up to 9999) or you can create a new subdirectory (up to 9999) with any kind of file like photo's, MP3 tracks, PDFs, ebooks, etc.

1.1. File, Directory and Category names

Keep them short for better readability and only use the letters a-Z, numbers 0-9, underscore (_), and hyphens (-) in your file names. While your file system may allow you to create files with other characters in them, your webserver or customers browser might have issues with special characters. For easy updating of files in the future do not use version information in the filename, use the 'title' field instead.

1.2. Adding new digital content to the shop

Small single files up to 16MB (depending on webserver settings) can be uploaded via the administrator page. Click the 'Main' option from the administration menu. Select the file from your computer, select an icon (optionally), enter a description, title, category and price and click the 'Update Database' button.

Larger or multiple files should be uploaded by FTP directly to the 'data' directory or a newly created subdirectory. Click the button 'Storage' to view the entire shop content and add the new file(s) to the shop. Once the file has been added click 'edit' to enter a description and price.

Create a subdirectory in the 'data' directory and FTP your files there in case you would like to sell photo's, ebooks, MP3's, etc. The customer will be able to browse through the content and order each file individually. You need to enable the album feature for these subdirectories. When the album feature is not enabled it will be sold as a file collection, the customer will be able to download all files.

Note: You can upload a large amount of files to the 'data' directory and add them with a single click to the store. All files will share the same settings (with the exception of the filename).

1.3. Updating digital content in the shop

FTP the new file to the data directory, the existing file in the shop with the **same name** will be replaced. When uploading via the administration page select the option 'overwrite'.

Tip: Use the 'mass email' option to inform your customers and optionally reactivate the keys (reactivating a key = free update).

Note: Uploading via the administration page only works for single files; content stored in directories always needs to be updated manually by FTP.

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1.4. Selling photos, MP3's, ebooks or any other file in an album

The album feature will allow you to sell any kind of file in an “album-style” fashion. Customers can browse through the album and order each file individually. Each album is a subdirectory of the ‘data’ directory. Up to 9999 albums can be created, each containing up to 99 files. Examples are ebooks, create up to 9999 authors or categories, and sell up to 99 ebooks per album. Photo and MP3 albums have a special functionality, MP3 samples can be played and large thumbnails of photo's can be viewed (photo-album).

There are two methods of creating a photo or MP3 album, the automatic method where photo thumbnails and MP3 samples are automatically created, and the manual method where you have to provide the photo thumbnails and the MP3 sample tracks. Sample track length and photo thumbnail size can be set in the 'inc/configuration.php' file. When you would like to sell other file types through the album feature icons from the 'gfx/sample_icons' directory will be automatically copied for you.

Note: On some servers the automatic method might not work. In that case photo thumbnails or sample tracks will not be created, use the manual method instead.

Automatic method:

1. Create a subdirectory in the 'data' directory, for example: 'Photoalbum' or 'Musicalbum'
2. Upload original size photos, MP3's, PDF's, etc. by FTP to this subdirectory (files to be sold)
3. Click the button 'Storage' and add the new album to the shop
4. Click the button 'Albums' and enable the album feature
5. Click 'Storage' and 'edit' to enter a description and the unit price per photo, MP3 or file

Manual method:

1. Create a subdirectory in the 'data' directory, for example: 'Photoalbum' or 'Musicalbum'
2. Upload original size photos, MP3's, PDF's, etc. by FTP to this subdirectory (files to be sold)
3. Create the same subdirectory in the 'gfx' directory, in this case also: 'Photoalbum' or 'Musicalbum'
4. FTP all thumbnails of the original photos or samples of the MP3's, with the same filenames, to this subdirectory. For PDF's, ebooks or other files upload icons instead.
5. Click the button 'Storage' and add the new album to the shop
6. Click the button 'Albums' and enable the album feature
7. Click 'Storage' and 'edit' to enter a description and the unit price per photo or MP3

Optional for music albums only: Add a 'cover.jpg' image (lowercase) to the MP3 album in the directory 'gfx' to show the albums cover art above the tracks.

Further Photo Album options are 'watermark' to embed a copyright watermark on the thumbnails and an '18+' option to display an age disclaimer before accessing the photo album.

It is also possible to sell any other file(type) through the album feature. For example PDF, XLS, Ebooks, etc. The user will be able to browse through the “icons” of these files and purchase each file individually.

Note: All photos, MP3's, PDF's, etc. will be renamed to a number between 01 and 99 once you enable the album feature. The original filenames will still be used in the shop. The maximum amount of files per album is limited to 99. The photo thumbnails should not be more than 500px in width.

Note: To add additional tracks, photos or files at a later stage, disable the album feature, add the additional files and icons in both directories and enable the album feature again to re-index the directories.

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1.5. Selling videos or very large files

Large files could cause a timeout from your webserver during the download and result in an incomplete download. To overcome this problem there are three options which can be set in the 'inc/configuration.php' file:

1. Resumable downloads, which splits the large file up in parts that need to be joined later. The resumable download option is secure however it requires the customer to join the files later with a file-joiner available from (for example) <http://www.hjsplit.org/>.
2. A temporary URL, which 'parks' the file in a temporary directory for downloading over a normal HTML link. The advantage of the temporary URL is that the file is downloaded as a normal file. The disadvantage is that some web servers do not support copying of large files and this method is less secure, the URL could be shared during the period it is active and you have no control over the amount of downloads (and space it might consume on your webserver).
3. Using the X-Sendfile header. This option is not enabled on most servers, but if you are able to work with X-Sendfile it would be the simplest and best solution for serving large files.

You can add a sample video to the 'gfx' directory with the same filename as the original video. The sample video should be a playable web format like mp4, ogv or webm (extensions in lower case).

1.6. Selling remote files

Although Digital Shop is not intended to serve large amounts of remote files, it is possible to sell files which are located on a remote server. You have to enable this feature in the 'inc/configuration.php' file and take the following steps:

1. Create a 'dummy' file (0 bytes in size) which you upload to the Digital Shop. This file is an empty text file but with the same filename and extension as the 'real' file
2. Add the filename to the '\$remote_files' variable in 'inc/configuration.php'
3. Upload the real file to the remote server in the same directory as specified in the '\$remote_url' variable in 'inc/configuration.php'

Selling large remote files:

1. Split the large file in smaller files and upload it to the remote server (maximum size depends on your server settings)
2. Create 'dummy' empty files (0 bytes in size) with the same filenames and extensions as the remote files
3. Create a subdirectory in the 'data' directory and upload the dummy files there
4. Add the filenames to the '\$remote_files' variable in 'inc/configuration.php'

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2. Customizing your products

You can manage and customize your products appearance in great detail. Standard settings are a price (of course), a discount, a title, a category and optionally sub-category and a detailed description. Most of this can be accomplished over the administration menu using the menu option 'Storage' and 'edit'. With the WYSIWYG editor you can style the products description as you like.

2.1. Disabling a product in the shop

Change the price to 0.00, the product will no longer be displayed. All products in the shop with a price of 0.00 will be listed in red in the 'Storage' menu option.

2.2. Create a "Pay What You Want" product

Change the price to 0.01, the product will be treated as a PWYW product enabling customers to enter the amount they are willing to pay. If a customer enters 0.00, the product will become a free download. In the 'inc/configuration.php' file you can set the threshold for the minimum PWYW transaction value to cover your transaction fee.

2.3. Creating Categories and Subcategories

Enter a category and/or subcategory name with the description of your product. Subcategories cannot have the same name as a main category or another subcategory. Products not assigned to any category will show up in the shops 'Show all products' listing. If you want to display products on the right side menu, add the names of the categories and subcategories to the shop layout section in the 'inc/configuration.php' file.

2.4. Using icons for your products

Each product, album and category can have its own icon. You can add the icon when you write the description for the product or album. In order to add icons afterwards (manually) or icons for categories; you save the icon in the directory 'gfx' with the ID as filename or the album or category name as filename. Icons should have the extension '.png' or '.jpg' or '.gif' (lowercase).

Click the button 'Storage' to view the entire shop content and the corresponding ID's. Example for an icon filename: '1.png' or 'Music.png' for a category or album.

Icons should be maximum 96px width. Digital Shop will create icons and icon-pricetags automatically (on-the-fly) unless custom icons are found in the 'gfx' directory. Custom icon pricetags are also possible and should have filenames like '88.50.png' for a price of 88.50. Recommended for larger shops with many items of the same price to reduce serverload and improve page load times.

Note: If you change your icon or pricetag design, replace the already created old icons from the 'gfx' directory and refresh your browser.

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2.5. Products with long descriptions and embedded images

In the shops products overview the description will be shortened to 300 characters (see 'inc/configuration.php' file to adjust the length) and a link '...read more' will be shown.

If you wish to hide text or large images from the short description place it between the tags <START> and <STOP>. Click 'View source' in the WYSIWYG editor and add <START><STOP> tags to hide text/images from initial display.

2.6. Discounts and free downloads

It is possible to set a discount between 0% and 100%. The discount is directly visible and will be applied to the normal selling price. A free download is possible by using a discount of 100%, but you have to set a fictional price as items without any value will not appear in the shop.

For free products customers are still required to register their email address (to receive the download key). A one-time free download for a specific customer is possible using the 'manual sale' option on the administrator page.

2.7. Coupons

It is possible to create a cash discount coupon which customers can use towards any purchase from the shop. The minimum order amount when using a coupon is the value of the coupon itself, which will result in a free download. Customers can use only 1 coupon per order. It is possible to allow a coupon to be used more than once, for example for a 'first 10 customers' promotion. It is also possible to include an individual one-time use coupon automatically in the mass email function.

2.8. Product rating system

Visitors to the shop can rate products from 1 to 5 stars when viewing the product details (clicking the '...read more' option or the product icon). Only 1 vote per IP address is allowed. The rating system can be disabled in 'inc/configuration.php'. The option 'Ratings' in the administration pages allows you to adjust the rating manually.

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3. Administrator options

The administrator interface gives you access to all the options which are configurable over the web browser. The 'inc/configuration.php' file however is the heart of the Digital Shop and provides full control over the shops functionality and appearance. It is recommended that you read the configuration file carefully to understand all the possible settings which are available.

3.1. Manual sales

Use the manual sale option in the administrator menu to create a sale in case of IPN problems (Instant Payment Notification), free giveaways, an invalid email address, etc. Enter a transaction reference ID, the customers email address and country and finally select the products from the drop down list.

For photos or MP3 tracks you have to enter the 5 digit photo -or track code. For an order with multiple items, use '-' as separator between the codes. You can validate the order code by selecting the products in the shop; the order code will appear on the checkout page. The option 'invoice' will email an invoice to the customer and register the sale as if it was a regular purchase. Add taxes as required.

3.2. Contacting your customers

There are 2 methods of keeping your customers informed; you can use the 'mass email' and/or the 'RSS Feed' option from the administrator menu. You can send an email to your entire customer base, or send a select mail to customers for a specific product. It is possible to send a test email to yourself to verify the email message is correct. Optionally you can automatically add an individual cash discount coupon in the email. The RSS feed will update all customers who subscribed to your website's feed.

3.3. Affiliate system

By enabling the affiliate system in 'inc/configuration.php' visitors will be able to register as an affiliate and drive traffic to your website by placing links and/or banners on their websites. For each order these affiliates generate they will receive a commission. You can set the height of the commission and the payout threshold in the 'inc/configuration.php' file. When an affiliate has reached the payout threshold the shop administrator will receive an email with instructions. The payout to the affiliate needs to be handled manually by the administrator using his online bank account to transfer money to the affiliate. The payment then needs to be added in the shop administration by clicking 'Affiliate' and 'Add payment'. Note that the affiliate system is not working in combination with a CMS/website integration.

3.4. Featured & most popular products

Enable these options in the 'configuration.php' file to show a 'featured product' and/or a list of the most popular products. When you enabled icons the product icons will be displayed. Long product descriptions will be shortened to 11 characters and '..' will be added (see 'inc/configuration.php' file to adjust).

Note: When using the featured product option you can show a random photo from one of the photoalbums. You can define this in the 'configuration.php' file.

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3.5. Changing the layout of the shop

The border design and shop colors can be modified online using the 'layout' menu option for the administrator. Further changes to the layout can be made in the 'inc/configuration.php' file. Take care that layout changes made in the administration menu will override the configuration file. Custom borders can also be used by adding a directory with your own borders to the 'shoptemplates' directory.

3.6. Processing payments with the 'bank transfer' method

When a product was purchased with the bank transfer method, you have to check your bank statement to see if a payment has been made and if the total amount and email address corresponds with a payment logged in the 'Bank Transfer' list from the administration menu. If the payment is correct click 'Process' to process the payment. The customer will receive the download key by email and should an affiliate have referred this customer the affiliate account will be credited with the commission.

3.7. Website integration

Enable website integration in the 'inc/configuration.php' file and provide the URL and page color details to your custom webpages. The left and right side menu will not be displayed when this feature is active to allow you to integrate the shops core functionality in an iframe on your webpage. You can link to the following pages:

Home page:	message.php?message=home
Main page:	digitalshop.php?start=0&category=0&showphotoalbum=0
Checkout:	digitalcart.php
Download:	download.php
Search:	inc/search.php
Sitemap:	digitalshop.php?sitemap=1
FAQ:	message.php?message=faq
Contact:	digitalshop.php?contact=1&start=0&category=0&showphotoalbum=0
Affiliate center:	affiliate.php
Terms and conditions:	message.php?message=disclaimer

An alternative method for website integration would be to activate the '\$xsmall' option in the 'inc/configuration.php' file, which displays a very small shop, 800px in width, without borders, which could be integrated into an existing web page design.

3.8. Adding a new shop language

Edit the 'inc/languages.php' file and add a new translation. If you use UTF-8 characters, make sure you save the file as UTF-8 encoded without BOM. Edit the file 'inc/countries.php' to add the new flag to the country menu. To create product descriptions in multiple languages add '#?#Spanish#?#' in the product description followed by the Spanish translation, or '#?#Deutsch#?#' for a German translation. Refer to the 'inc/languages.php' file for the correct language name to use.

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3.9. VAT (taxes) & invoices

PayPal allows you to set tax rules according to your location in your PayPal online account. These taxes will automatically be added during the checkout process with PayPal. No configuration is required for Digital Shop.

BIPS (bitcoins), Moneybookers, bank transfer and Authorize.net do not have this feature, you can set the tax levels manually in the 'inc/configuration.php' file, and customers will be requested to provide the country of residence before proceeding to the checkout process.

Digital Shop keeps a record of each purchase. Should your revenue be above your tax threshold for the country you live in, you will be able to identify the amount of taxes you need to pay. In case you sell to a business and they require a tax refund, you would have to handle it manually (refund from your account).

Digital Shop automatically creates and sends an invoice with taxes (if applicable). This can be disabled in the 'inc/configuration.php' file.

3.10. Sitemap

Digital Shop has a sitemap showing all products in the shop with their ratings. The sitemap can be disabled in 'inc/configuration.php'. In addition a SEO XML sitemap is included; the filename is 'sitemapxml.php' and the URL to this file can be used to submit to search engines.

3.11. Directly linking to products

By using the URL 'digitalshop.php?p=' you can use a direct link to a product by using its filename, ID or title. This allows you to link to the product from other webpages. For better readability spaces in the URL may be replaced with '_ '.

Example: 'digitalshop.php?p=My_first_product'

You can also directly link a product to the shopping cart by using the file ID: 'digitalcart.php?id=1' would add the product with file ID 1 to the shopping cart.

3.12. Shop information pages

The contents of the home page, FAQ page, disclaimer and the affiliate terms and conditions can be modified by editing the text files in the 'shopinfo' directory with a text editor.

Other languages are added by using the language code in the filename ending: 'home_nederlands.txt' would be the starting page for visitors with the Dutch language. The same applies to the disclaimer and affiliate terms and conditions. If you use UTF-8 characters, make sure you save the file as UTF-8 encoded without BOM.

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3.13. Replacing images

You can replace the standard 'artwork' by replacing images in the 'shopgfx' directory. Make sure you use the same size (width and height) and same filenames (lowercase).

3.14. Permanent commission

It is possible to configure an affiliate to receive commission on all sales from the shop, regardless if the affiliate was redirected or not. This setting is configured in the 'inc/configuration.php' file, section 'Permanent commission payment'. This would be used for instance if the shop is managed and hosted by a friend who would like to receive a commission over all sales in return.

3.15. Automatically create and save icons

The administrator option "Create icons" will create and save all on-the-fly PNG icons to the gfx directory. These icons comprise the pricetags and the product icons based on the file ID. Use this feature to ensure faster page loads.

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4. Trouble Shooting

If you experience problems with Digital Shop, please feel free to use the support forum on www.mywebmymail.com. Please read the installation instructions and this manual first and try to 'google' if you are not familiar with FTP, setting privileges, editing files, etc.

4.1. Common pitfalls

- Privileges are not properly set (this prevents reading and including files): Use a FTP program to correct the entire shop directory to 0755 (or higher 0777)
- Purchases accepted but not processed: Check your online account and verify the (IPN) settings, currency, (IPN URL) and email address (needs to be your primary address!)
- **Images missing, wrong links, wrong site: Enter the correct URL to your webshop in the 'inc/configuration.php' file**
- Emails are not send: Use valid email addresses only (from address should be the website domains address), set 'email_rewrite' in 'inc/configuration.php' to false
- Product not listed: Set a price first, products with a price of 0.00 are not shown
- Most popular products are not listed: Either there have not been sales yet or it has been disabled in 'inc/configuration.php' file
- Featured product is not shown: The product ID is not valid, check the 'inc/configuration.php' file, or the price is not set
- UTF-8 characters (ü, ö, etc.) are not properly displayed, save the file you edited as 'plain UTF-8 encoded without BOM'
- Unable to add products to the shop: Your MySQL database has not been installed. Check your MySQL login and password settings in the 'inc/configuration.php' file
- Albums are not working: Make sure the URL to your webshop in the 'inc/configuration.php' file is correct
- Some features do not seem to be working: Make sure you are using the correct configuration.php file, which corresponds with the version of your shop. Do not use older configuration files but update the configuration.php file which comes with a new update of Digital Shop.